

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

February 3, 1998

**RJR Account #044880**

Mr. P. Martin

A. D. BEDELL

**MARCH: WINSTON B2G1F / PROMOTION #800115**

Dear Page:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as **60** skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	2	12300-11226	1 (12M)	12300-11212
Light Box	4	12300-11926	2 (6M)	12300-11906
Ult Lt Box	2	12300-70326	1 (6M)	12300-70306

Product / Premium Arrival:

**February 23, 1998**

Ship Date to Retail:

**Week of: March 9, 1998**

**DISPLAY DETAIL (#538994)**

SKU CUBE:

**1.6700**

SKU WT (w/o Product):

**4.5000 lbs**

Retail Sales Offer per Sku:

**20 Offers**

Billing per Sku:

**4 Full Price Cartons**

EFT \$ Amount:

**\$3,012.66**

**State Use: PA**

**PARTNERS 'BONUS' REPORTING DESCRIPTION**

**'WIN MAR B2G1F'**

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B1G1F

A. D. BEDELL

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.  
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE  
B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF  
SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO  
RETAILER.

**BRAND STYLES:** WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

**DISPLAY BRAND LOAD:**

**\* 4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF BOX

1 WINSTON ULT LT BOX

**EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you  
\$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This  
equates to \$112.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible  
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: K. Jurgensen

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

MARCAMB2.DOC

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2855N3d8

XXXX91 : TEST SETS

TEMPERATURE : 0033

TEMPLE : 80011

000550 : NETHERTON

DATE: 68-01-25

PAGE: 2

[illegible]

WHOLESALER : 044880 A. D. BEDELL CO. <DIRECT>  
 TEMPLATE : 800115 80300 WIN MAR B2G1F  
 TEMPLATE SEQ : 0033  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162607	162228	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	1			BRU	(914)228-3318
162607	162628	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365	1				(814)723-5705
162607	162628	870616	SHIELDS SHURSAVE	148 MAIN ST	TIDIOUTE	PA	16351	1				(814)484-3573
162607		182888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	1			BRU	(814)367-2707
162607	162228	182876	PRESTONS COLONIAL	MAIN STREET & RT	LAWRENCEVILLE	PA	16929	1			BRU	(717)827-2222
162607	162627	398221	MARTINS MARKET	98 GERMANIA ST	GALETON	PA	16922	1			BRU	(814)435-2291
162607		781094	BP SERVICE	COUDERSPORT SERVI	EMPORIUM	PA	15834	1				(814)486-0886
162607	162228	335894	AUSTINBURY CTRY STO	RR 2 BOX 310	KNOXVILLE	PA	16928	1			BRU	(814)326-4616
162607	162628	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	2				(814)887-5585
162607	162228	382720	STATE LINE ONE STOP	RTE. 449 MAIN ST.	GENESEE	PA	16923	1			BRU	(814)228-3660
162607	162628	398172	COSTAS MARKET	WATER STREET	SMETHPORT	PA	16749	1				(814)887-5721
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	1				(814)438-3422
173001	173022	572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVILLE	PA	16341	2			939827	(814)589-7696
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	2				(814)827-1227

PAGE BREAK TOTAL ACCOUNTS 56 TOTAL QUANTITY 60

TEMPLATE TOTAL ACCOUNTS 56 TOTAL QUANTITY 60

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# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS

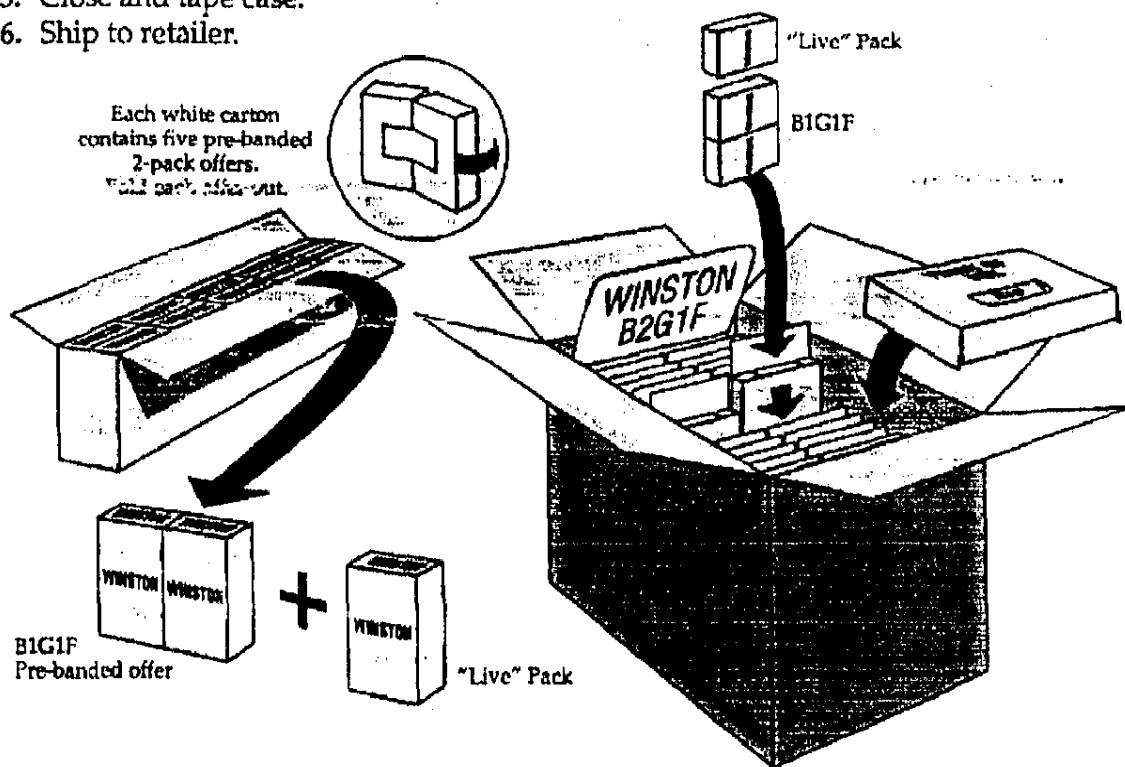
1ST QTR. '98

### March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

#### STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston UL Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994

Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	UL LT BOX			
Number of Cartons	2	1	1			

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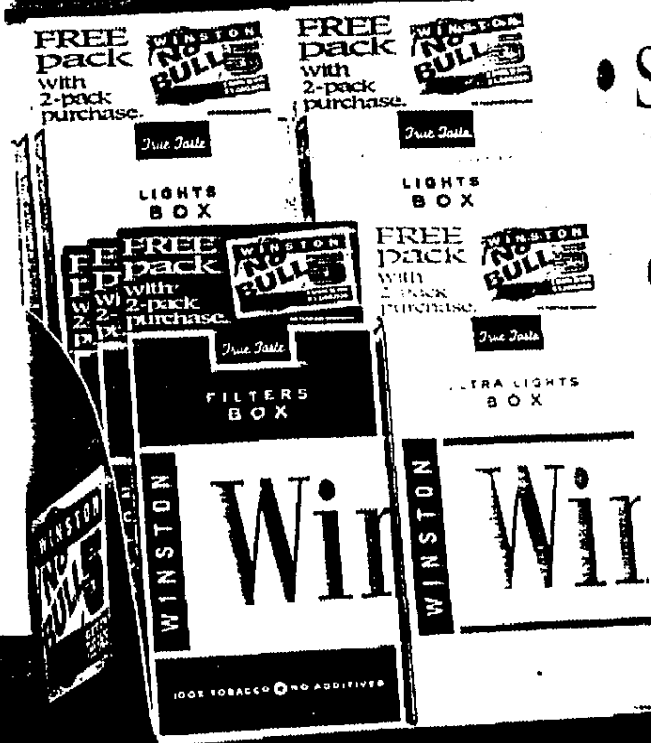
# FREE pack with 2-pack purchase

Smoke this

FREE pack

with 2-pack  
purchase

- Kick off March with this offer:  
Buy 2 packs. Get one free.
- Special packaging in Full Flavor,  
Lights and Ultra Lights Box Styles.
- Dramatic counter display  
and poster.
- Another No Bull 5 way to  
build traffic.



Winston



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SE	TER	ACCT	FULL NAME	ADDR	CITY	STATE	VAP W/LSR	VAP W/LSR NAME	VAP SUPPLIER
162605	680048		K&J'S KITCHEN	3705 STATE ROUTE 54A	BRANCHPORT	NY	44880	A. D. BEDELL CO.	BRU
162605	712144		SMOKE N GUN	22 MAIN ST	ADDISON	NY	44880	A. D. BEDELL CO.	960393
162605	763728		WEST'S FOODMART	ROUTE 20A	HONEOYE	NY	44880	A. D. BEDELL CO.	0
162606	398169		GIANT FOOD MKT	PARK ST	WELLSVILLE	NY	44880	A. D. BEDELL CO.	BRU
162606	398191		PARK & SHOP #950	1318 W STATE ST	OLEAN	NY	44880	A. D. BEDELL CO.	0
162606	398393		URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	44880	A. D. BEDELL CO.	0
162607	175052		OLIVETTS MARKET	445 E 3RD ST	EMPORIUM	PA	44880	A. D. BEDELL CO.	0
162607	182876		PRESTONS COLONIAL	MAIN STREET & RT 15	LAWRENCEVILLE	PA	44880	A. D. BEDELL CO.	BRU
162607	182888		HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	44880	A. D. BEDELL CO.	BRU
162607	335894		AUSTINBURY CTRY STOR	RR 2 BOX 310	KNOXVILLE	PA	44880	A. D. BEDELL CO.	BRU
162607	357342		THE HUB	501 W MAIN ST	SMETHPORT	PA	44880	A. D. BEDELL CO.	0
162607	382720		STATE LINE ONE STOP	RTE. 449 MAIN ST.	GENESEE	PA	44880	A. D. BEDELL CO.	BRU
162607	398172		COSTAS MARKET	WATER STREET	SMETHPORT	PA	44880	A. D. BEDELL CO.	0
162607	398214		MARKET BASKET 27	LYONS STREET	SHINGLEHOUSE	PA	44880	A. D. BEDELL CO.	BRU
162607	398221		MARTINS MARKET	98 GERMANIA ST	GALETON	PA	44880	A. D. BEDELL CO.	BRU
162607	398225		MARKET BASKET 6	WEST STREET	GALETON	PA	44880	A. D. BEDELL CO.	BRU
162607	398360		BRENNAN MARKET	MAIN STREET	ULYSSES	PA	44880	A. D. BEDELL CO.	BRU
162607	399179		TOWN&COUNTRY STORE	19 MAIN ST	SUGAR GROVE	PA	44880	A. D. BEDELL CO.	915298
162607	543714		LANES CITGO	306 S. MAIN STREET	SHEFFIELD	PA	44880	A. D. BEDELL CO.	917609
162607	566942		SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	44880	A. D. BEDELL CO.	941856
162607	608171		YE OLDE TYME SHOPPE	17 SOUTH MAIN ST	CLARENDON	PA	44880	A. D. BEDELL CO.	BRU
162607	705264		BP SHOP	CENTER & NORTH STREET	ST MARYS	PA	44880	A. D. BEDELL CO.	948513
162607	714927		CARTERS CONVENIENCE	304 PENN AVENUE EAST	WARREN	PA	44880	A. D. BEDELL CO.	0
162607	728526		REEDS MARKET	647 MAIN STREET	GENESEE	PA	44880	A. D. BEDELL CO.	BRU
162607	764541		STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	44880	A. D. BEDELL CO.	0
162607	781094		BP SERVICE	COUDERSPORT SERVICE	EMPORIUM	PA	44880	A. D. BEDELL CO.	0
162607	870616		SHIELDS SHURSAVE	148 MAIN ST	TIDIOUTE	PA	44880	A. D. BEDELL CO.	0
173001	389365		AVS, INC.	9060 MAIN ST	MC KEAN	PA	44880	A. D. BEDELL CO.	0

## DATAGRAB

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SR	TERR	ACCT	FULL NAME	ADDRESS	CITY	STATE	VAP	WHLSR	VAP	WHLSR	NAME	VAP	SUPPLIER
173001		399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA		44880		A. D. BEDELL CO.			0
173001		561005	JIM'S NEWS	860 WATER ST.	MEADVILLE	PA		44880		A. D. BEDELL CO.			933978
173001		572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVILLE	PA		44880		A. D. BEDELL CO.			939827
173001		626433	TITUSVILLE NEWS	401 W. CENTRAL AVE	TITUSVILLE	PA		44880		A. D. BEDELL CO.			0
173001		700102	MAIN STREET FOODS	128 S MAIN ST	PLEASANTVILLE	PA		44880		A. D. BEDELL CO.			0

*Replacement  
List*